



Mami Speck/DN  
Jennie Schumacher, 16, of Waverly scoops ice cream Tuesday night. Schumacher works at Baskin-Robbins 31 Flavors at 70th & Vine Streets.

## Ice cream choices not simple anymore

By Amy Poindexter  
Senior Editor

It has been said that the "only emperor is the emperor of ice cream."

And when it gets hot, long live the emperor.

Ice cream and frozen yogurt prices have gone up recently, due to market fluctuations. But area merchants have said sales have gone up as well.

In other words, no one cares — it's ice cream and they want it.

Ice cream has become a staple in American life, with a huge market and no lack of frozen treat outlets. Any ice cream shop on any hot summer night in Nebraska will do well for itself.

But life is not simple, and neither is ice cream anymore. One can still walk into a shop and ask for a scoop of vanilla on a regular cone, but chances are the attendant will look at you with a "that's all?" glance.

Ice cream has grown up. And it now has a little sibling — frozen yogurt.

Lincoln merchants such as Goodrich Dairy, Dairy Queen, Maggie Moo's and Baskin-Robbins, would say that ice cream still holds its own.

However, specialty frozen yogurt stores such as I Can't Believe It's Yogurt and TCBY say they are doing well. So is there competition between the two treats? "Yes and no," said Vikki Hickok, manager of Goodrich Dairy, 1126 South St., which offers both varieties.

"There is a customer base for each," she said. "A daytime treat for someone just stopping in seems to be yogurt, but if the family is out for a

nighttime snack, it's definitely the ice cream."

Goodrich Dairy began as a dairy store more than 20 years ago, and has grown to serve 30 flavors of ice cream and 25 flavors of yogurt. Four of each type are available at a time, with feature flavors rotating every three months.

But it doesn't stop there — not in this health-conscious society.

A fat-free line of ice cream is being created; stores already have chocolate and vanilla. Swiss-chocolate almond is expected within the next month.

Even Baskin-Robbins, one of the franchise kings in ice cream lore, has choices to go around.

Ed Jacobson, manager of Baskin-Robbins at 70th and Vine Streets, said the chain has outgrown its stated "31 flavors," because there are 44 including sorbets, sherbets and ices.

There are also four flavors of yogurt as well, which are hard-packed and served like ice cream.

And then yogurt plays the variety card.

Besides the hard-packed type, yogurt comes in soft-serve, which is what is commonly served at TCBY and I Can't Believe It's Yogurt. Such choices can also be found at the Nebraska Union Bakery, where it is served out of a yogurt machine.

Soft-serve yogurt is the new kid on the block, coming onto the scene in the late 1980's. Traditional hard-packed ice cream dates back to the early 1700's.

Another relatively new invention

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## Plenty offered at weekend jam

By Rob Winans  
Staff Writer

The already hot summer heats up this Friday with the Lincoln July Jamm festival downtown.

Starting at 11:00 a.m. Friday and running until 5:00 p.m. Sunday, the main features of the festival will revolve around music, art, and food.

Molly Nance, coordinator of July Jamm, said July Jamm starts with 17 different food vendors and KZUM radio being played during

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